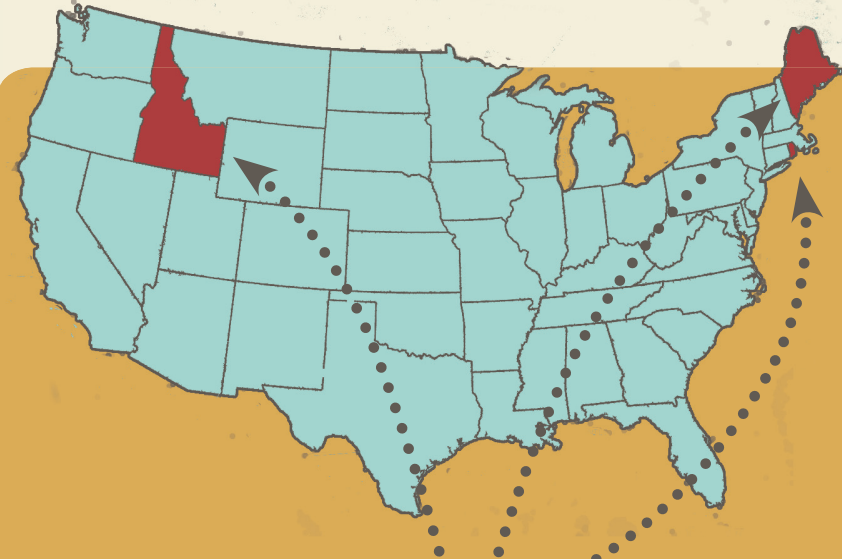




Folk Tales and TRUE STORIES

CPP sets the record straight about the world's most popular personality assessment

The Myers-Briggs Type Indicator® (MBTI®) personality assessment gives millions of people each year insight that helps them communicate, work, and live better. Like all powerful tools it has potential for abuse. That's why CPP, Inc., its exclusive publisher, is debunking some of the more common misconceptions about the world's most popular personality assessment.



Each year, approximately **2M** people take the MBTI assessment – more than the population of Rhode Island, Maine, or Idaho!

An estimated **50M** people have taken the Myers-Briggs® assessment – enough to circle the earth 10 times lined-up holding hands!



Folk Tale #1

The MBTI tool should be used in hiring to find candidates with the best personality match for the job.



THE TRUE STORY:

It is unethical to use the MBTI tool for hiring. Completing the assessment must be voluntary (not required of job applicants), and the results are confidential and belong to the respondent. Furthermore, people of many different types excel at the same job for different reasons. Individuals should not be pigeonholed based on their personality preferences.

The MBTI tool can't tell you who to hire, but it can help you work with your team so that everyone gives his or her best performance.

Folk Tale #2

People who prefer Introversion should avoid high-stress, high-visibility occupations.



THE TRUE STORY:

Steve Jobs, Mother Teresa, Ayn Rand, Barack Obama, and Princess Diana have exhibited behavior indicating a preference for Introversion—hardly shrinking violets! **The MBTI tool's Introversion-Extraversion preference pair identifies how you get energized, not how outgoing you are.** Extraverts get energy from social interaction, while Introverts get energy from privately reflecting on their thoughts and feelings. Both can be quite gregarious in their own way.

EXTROVERSION

very clear
clear
moderate
slight
moderate
clear
very clear

INTROVERSION

In addition, the PCI (preference clarity index) measures how clear an individual is about a certain preference – slight, moderate, clear, or very clear.

Folk Tale #3

The insights I get from my horoscope are as good as those the MBTI assessment offers.



THE TRUE STORY:

The MBTI assessment has proven its worth, even in the hard-nosed world of business. Organizations from Hallmark Cards to Southwest Airlines continue to use it because **its practical insights have a positive effect on communication and interaction.** We can't speak for your local astrologer, but the Myers-Briggs tool meets all requirements for psychological tests, and we freely publish info on its validity and reliability.

.90

Based on a sample of 3K people, each of the four preference scales has internal consistency reliability of .90 or greater.

.83-.97

Test-retest correlations for the Myers-Briggs tool range from .83 to .97 over a four week interval.

Folk Tale #4

The MBTI tool is over 65 years old – shouldn't it be "retired" by now?



THE TRUE STORY:

No. The Myers-Briggs assessment was developed more than a half century ago, but it has evolved since then. **CPP's research team of psychologists continually update it; thus it remains relevant, insightful, and, dare we say, popular.** It's 70 years old in the same way a Ford is a century old.

19 Years of initial research before the first publication of the MBTI instrument

26 Current number of translations for the MBTI Step I™ assessment

Do you have a Myers-Briggs story? Share it on twitter: #mbtipestory

38 Years CPP, Inc., has been researching, improving, and publishing the MBTI assessment